

Memo

15 May 2017

To: Deputy Chairperson Cr Fa'anana Efeso Collins, Members Cr Alf Filipaina, Cr John Watson, Community Development and Safety Committee

cc: Graham Bodman – General Manager Arts, Community and Events, David Burt – Manager Events

From: David McIntosh – Senior Advisor Events

Subject: Sir Peter Blake Trust – The Tara Project funding application

Summary

1. The Sir Peter Blake Trust (the Trust) has made a funding application of \$15,000 to hold events associated with the visit of the Tara to Auckland in July 2017.
2. The Community Development and Safety Committee agreed to consider the request as an out of cycle application for regional event funding as there are no contestable funding rounds available prior to the event date.
3. The Trust has submitted a full standard event funding application and this has been evaluated by staff in the same manner as applications made to contestable rounds.
4. The application received a high funding criteria score and is recommended for grant funding.

Recommendation/s

That the delegated committee members:

- a) confirm a regional event grant of \$15,000 to the Sir Peter Blake Trust for the Tara Project event to be held over the period 1 – 9 July 2017
- b) report the decision at the next meeting of the Community Development and Safety Committee.

Background

5. At the meeting of the Community Development and Safety Committee held on 26 April 2017 an application from the Trust for funding was tabled and considered as an extraordinary item.
6. The committee resolved (COM/2017/24):
That the Community Development and Safety Committee:
 - a) receive the tabled document from the Sir Peter Blake Trust
 - b) support in principle the funding of the Sir Peter Blake Trust to assist holding of events in association with the visit of The Tara
 - c) requests staff consider the funding application by the Sir Peter Blake Trust against regional event funding criteria
 - d) delegate to the Deputy Chair, Cr Filipaina and Cr Watson decision making authority for the funding application of the Sir Peter Blake Trust.

5. The Trust has subsequently completed a full application for The Tara Project. This is an event associated with the first visit to New Zealand of Sir Pete Blake's yacht, Tara, to be held over the period 1 – 9 July 2017.
6. The event is intended to give Aucklanders "the chance to visit Tara, reconnect with the Hauraki Gulf, Sir Peter Blake and discover how his legacy is being kept alive."
7. The event is a unique one-off event which adds to the range of events occurring during the low season.
8. This application is being considered outside the contestable process as there is no regional event funding round scheduled prior to the event occurring.

The Sir Peter Blake Trust funding application for The Tara Project

9. The Trust has requested funding of \$15,000 to support The Tara Project.
10. The Trust anticipates an audience of 50,000.
11. Based on budgets provided, \$15,000 would assist with promotion of the event (flyers, posters, flags, signs, banners), volunteer costs and a modest contribution to event project management costs.
12. The Trust has completed an application in the same form as that used for the Regional Event Fund contestable funding rounds.
13. The application includes details of the proposed event along with a description of how the applicant considers the event aligns with Auckland Council regional event funding criteria. A copy of the application is attached (Attachment A: Regional Event Fund Application – The Tara Project).

Assessment of the Trust's application

14. Assessment of the application for The Tara Project was carried out on the same basis as applications received for the 2016/2017 regional event general funding round and considered by the Arts Culture & Events Committee on 31 August 2016.
15. This involved formal assessment and scoring by two events unit staff along with general review and funding level consideration by the Manager, Events.
16. The application received an assessment score against criteria of 75.
17. This score places it within the upper quartile of applications approved for grants in the 2016/2017 regional event general funding round and indicates a high level of alignment with funding criteria. The application it would have been prioritised highly for funding in a contestable funding round.
18. With the Trust requesting a grant of \$15,000 this would equate to funding support of \$0.30 per person. This is at the low end of funding generally made for events. For comparative purposes the approved upper quartile applications are listed in the table below

Table 1: The Tara Project application and approved upper quartile applications

Organiser	Event Name	Grant Requested	Criteria Score	Estimated Audience	Grant \$/person
Sir Peter Blake Trust	The Tara Project	15,000	75	50,000	0.30

Regional Event Fund 2016/2017 General Round – Upper Quartile Applications

Organiser	Event Name	Grant Approved	Criteria Score	Estimated Audience	Grant \$/person
Auckland Anniversary Regatta Inc	Auckland Anniversary Day Regatta	12,500	72	10,000	1.25
NZ Women Ltd	Elvis in the Gardens	12,000	70	17,000	0.71
Violence Free Communities	Toddler Day Out & Great Parenting Fair 2017	10,000	67	11,000	0.91
ClipOn NZ Limited	Bike The Bridge	15,000	66	6,000	2.50
Crackerjack Promotions Limited	Auckland International Buskers Festival	30,000	65	60,000	0.50
Domain Concerts Trust	Coca-Cola Christmas in the Park	40,000	64	70,000	0.57
New Zealand AIDS Foundation (NZAF)	2017 LYC Big Gay Out	15,000	63	10,000	1.50
Total Sport Limited	The Partners Life DUAL	20,000	63	3,000	6.67
Sport Waitakere / He Oranga Poutama ki Tāmaki	2017 New Zealand National Ki o Rahi Secondary Schools Tournament	7,000	63	5,000	1.40

19. The Tara Project application aligns with the following regional event funding priorities:

- a) Youth – the activities of the Trust promote valuing the marine environment and are directed at youth taking a leadership role. The event will contribute to this by targeting a youth audience, through both individual and school visits
- b) Māori - the event is of interest to Māori as the Trust's activities align with and support mana whenua kaitiakitanga over the marine environment. Mana whenua also participate in the activities of the Trust.
- c) Low Season – the event occurs during the low season (May – September).
- d) Showcases Aucklands assets – the event will promote the Hauraki Gulf as a regional taonga and the Auckland city waterfront as a destination.

Funding recommendation

20. Staff recommend allocating the Trust a grant of \$15,000 due to the nature and scale of the event and having funding relativity consistent with previous decisions.

21. A budget of \$40,000 is available to fund The Tara Project. These funds were allocated in a previous funding round to an event which is not proceeding.

Implementation of the application

22. On approval of a grant for the event a standard grant funding agreement will be completed with the application.

23. The recipient is required to provide appropriate recognition of council support and a post event report, as per the funding agreement.

Māori Impact Statement

24. The Tara Project event aligns with the kaupapa of kaitiakitanga over the marine environment and will be of interest to mana whenua and mataawaka audiences.

25. The event will present and promote mana whenua environmental and ocean values and highlight the alignment of these with the activities of the Trust.